

# **Back to Business** **Best Business Practices for Your “New Normal”**

## **Business Tips for Salons and Spas**

COVID-19 has challenged our businesses to think creatively about their business models in order to prevent the spread of the Coronavirus and make sure customers are comfortable doing business with them. Here are a few tips as well as the results of our consumer survey!

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### **Make the Most of Your Space**

- Make sure your space is ready for people to come in, and have clear signage at the door about the expectations or text/email your appointments in advance with information and details. Have a sanitation station available and ask people to use it.
- Limit the surfaces your customers need to touch when they're in your space, and have a regular cleaning routine. If your customers see you cleaning or know about your cleaning routine, they'll feel more comfortable coming back.

### **Build an Online Marketplace**

- Many consumers aren't comfortable visiting businesses in-person yet, so make it as easy as possible for them to do business with you! Set up an e-commerce website, or sell products through Facebook. Companies like Shopify make it incredibly easy to build an online marketplace and sell your products. They even have a Point of Sale system that you can utilize in-store and have it all connected – in-person and online.

### **Curbside Pickup and Appointments**

- If you're selling products online / on social media, offer curbside pickup or local delivery if that's an option. Limit the in-person interaction to help people feel comfortable to shop with you.
- Make your appointment policy clear online; tell people how much time you're leaving between appointments for proper cleaning and sanitizing.
- As you continue to make appointments, re-think your cancellation policy. If you charge a fee for a late cancellation, you may be discouraging people from booking in the first place who are worried about getting sick.

### **Go Contactless**

- If you're not already using a contactless payment system, look at investing! Many consumers use Apple Pay, Google Pay and Samsung Pay. Others: Shopify, Venmo for Business, Google Wallet, PayPal, Square and more!

### **Promote, Promote, Promote**

- Make sure you talk about how you're keeping your customers safe – on your website, on social media, in your store, on Google... everywhere! Posting it once on social media isn't good enough, keep talking about it to make sure you're continuing to reach people.
- Make sure your business hours and important details are updated on all of your marketing channels. Keeping everything up-to-date and consistent will help cut down on possible frustrations.

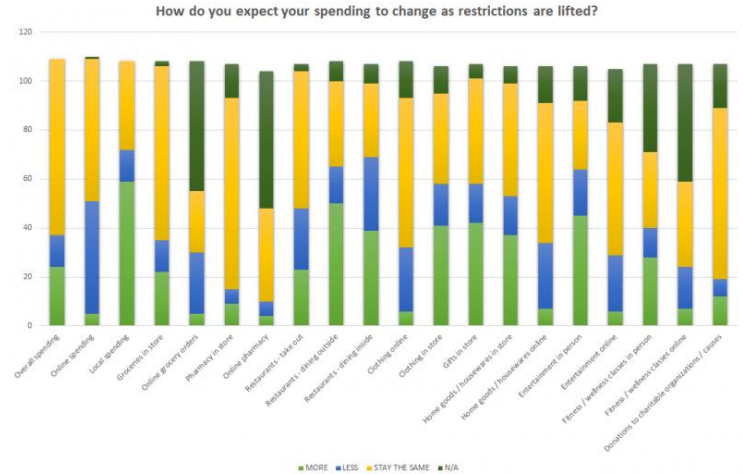
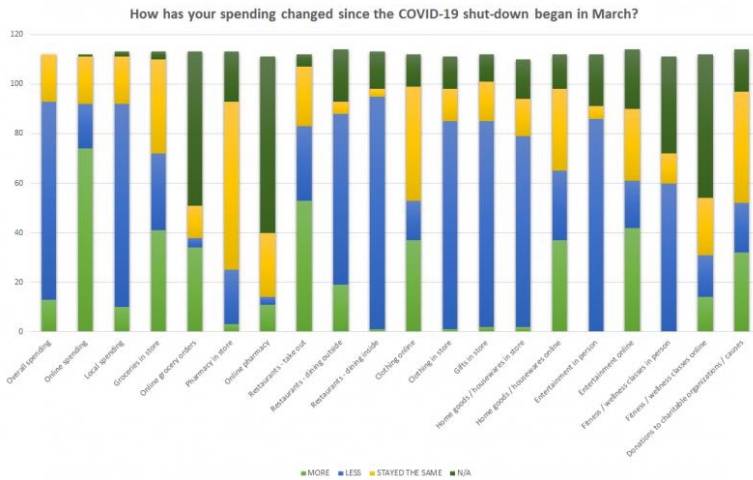


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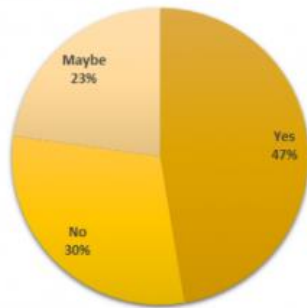
# Consumer Survey Results

The City of Amesbury surveyed Amesbury consumers about their spending habits in relation to COVID-19. The key takeaways from this data include:

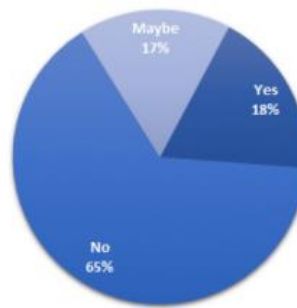
- People want to support local!!
- Consumers are not comfortable with indoor activities yet
- Shoppers and diners want businesses to take COVID-19 protocols seriously
- There are some consumers who will not come to your business yet



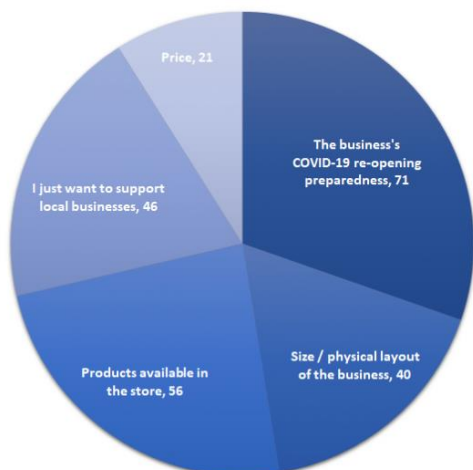
Are you comfortable dining outdoors at restaurants?



Are you comfortable dining indoors at restaurants?



What factors are currently driving your purchasing decisions?  
(select all that apply)



What makes you feel comfortable visiting local businesses?  
(select all that apply)

